

A Collaborative Approach to Healthcare

The HER+O Program:
A Community Based Solution



- *Healthy Eating, Active Living (HEAL) Idaho is a voluntary network of organizations, agencies, businesses and individuals committed to creating an environment where all Idahoans value and **have access to healthy food options** as well as **places and opportunities to be physically active** to improve their health and well-being.*

What is HEAL Idaho?

- **Health Enhancement Resources and Organizations**
- Community wide wellness program designed to foster collaboration among all local organizations involved in wellness and health-related activities.

What is HER+O?

- Most chronic illnesses are multifactorial
- Exercise and nutrition are the cornerstones of therapy
- What about other factors?
 - Financial
 - Psychological
 - Social

Why HER+O?

- Chronic diseases
- Behavioral health issues
- Poor nutrition
- Unsafe housing conditions
- Unemployment/lack of health insurance
- Marital strife/domestic violence
- Substance abuse

What constitutes poor health?



RAY & JOAN
KROC CENTER
COEUR D'ALENE, ID

Kroc Center



How Do You Change a Community?



Ironman CDA

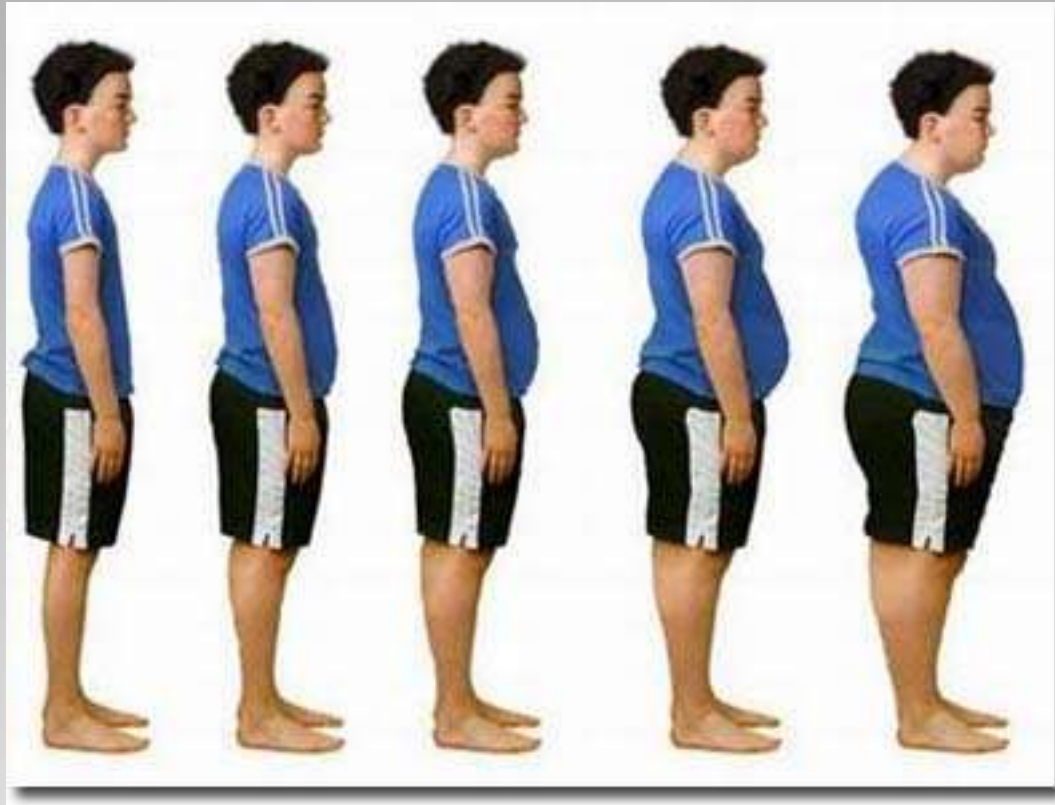




Bike Corrals and Bike Lanes



Coeur d'Fondo



How Do You Raise Healthy Children?



Bike Lanes Encourage Cycling



Pools Encourage Swimming



McEuen Park



Muddy Miles

- Coronary heart disease
 - much **higher than national average**
- Diabetes mellitus
 - 8.4% in 2010 (adults)
 - **40% increase in 5 years**
- Obesity
 - **Two thirds above ideal body weight**
 - **40% considered obese**
- Suicide - **6th highest** rate in the country

Kootenai County Indicators website -
www.kootenaicountyindicators.ewu.edu

A Look at Kootenai County

- Many organizations deal with some component of public health
- How do we minimize silo effect?
- How can we maximize the impact?
 - Create community wide organizational structure
 - Assess an individual's needs
 - Refer residents to agencies that are most likely to benefit them

Why HER+O?

- Most chronic illnesses are multifactorial.
- Need to take a multi-pronged approach to treatment.
- Exercise and nutrition are the cornerstones of therapy for most preventable illnesses.
- Not likely to be successful if one does not address other underlying factors such as financial or psychological issues.

Why HER+O?



Health Leads

- Rebecca Onie, CEO
- Boston-based organization that helps health care providers **address the non-medical health needs** of their most vulnerable patients.
- **20 partners in 7 cities**, including several FQHCs
- **Robert Wood Johnson Foundation** recently committed **\$16 million** to Health Leads
- Health Leads “advocates” – trained college students who man a desk in the clinic waiting room

Health Leads

- Health Leads believes:
 - that one day providers will **prescribe solutions that improve health, not just manage disease.**
 - that a different kind of healthcare system is possible for America, one that addresses basic resource needs as a standard part of quality care

Health Leads

- **Health care providers “prescribe”** basic resources (food, housing, electricity, heating, even job training)
- **College volunteers** (Health Leads Advocates) are trained to help **“fill”** prescriptions by connecting patients to community services and public benefits.
- Client Connect software – resource database and case management system

Health Leads Model



 **The**
Farmer's Grill 



Veggie Vouchers



Veggie Voucher



R_x

Prescription For: _____ Date: _____
DOB: _____
Primary Care Provider: _____
Signature: _____

INSTRUCTIONS:

- Part of a balanced, nutritional diet.
- Eat and enjoy a variety of healthy and flavorful foods!
- Redeem at the "Farmacy" of **The Farmer's Grill** with Work Ready.
- Voucher prescription good for one week supply of vegetables. No cash value.



Heritage Health

Rx for Healthy Eating

- Partner = Project Work Ready – job skills for graduates of Crosswalk (Project Safe Place)
- 48 food banks in the CDA area
- Even free food does not always solve the problem

Access to Healthy Food

- Disease management
 - History and physical
 - Lab tests
 - Imaging studies
 - Prescribe drugs
- Health management
 - Physical
 - Mental
 - Financial
 - Spiritual

Health Care vs. Sick Care

- One day event – September 6, 2014
- “Do together what no one could do alone.”
- 78 different organizations
- 25 churches
- 1122 volunteers
- 5016 guests served



Day of HOPE

- 5000 bags of groceries (35,000 lbs. of food) distributed
- 664 received medical services
- 230 flu shots
- 750 seen in the Breast Cancer Awareness tent
- 1600 pairs of new shoes
- \$4000 of school supplies
- 150 haircuts

Day of HOPE



Visitors Information Center

- Heritage Health
- Kootenai Health
- Panhandle Health District
- Kroc Center
- Idaho Department of Health and Welfare
- North Idaho College/University of Idaho/LCSC
- Inland Northwest Food Network
- Retailers - grocery stores, Pilgrim's Market, Natural Grocers, Nutrishop, pharmacies
- Social Service agencies
- school districts
- churches

HER+O Stakeholders

- One day event – September 6, 2014
- Bringing together 75 organizations for one day of collaborative investment in the community
- “Do together what no one could do alone.”



Day of HOPE

- Medical
- Exercise
- Food/Nutrition
 - Nutrition Education
 - Food Network
- Psychological/Behavioral Health
- Spiritual
- Financial
- Public Health
- Social Services – families, children, elderly, counseling

Wellness Teams

- HER⁺O program is the logical extension of the Day of HOPE
- Ongoing support and encouragement of community residents to lead a healthy life



HER⁺O = Ongoing Hope

- What if we could promote community health WHILE delivering high quality medical services to individuals?

Community Centered Health Home



Education Corridor



Education Corridor





MICHAEL & SUSAN DELL
CENTER *for* HEALTHY LIVING



THE UNIVERSITY *of* TEXAS

SCHOOL OF PUBLIC HEALTH

[SIX CAMPUSES >](#)[FOUR DIVISIONS >](#)[ONE SCHOOL >](#)[ACADEMICS](#)[RESEARCH](#)[PRACTICUM](#)[PROSPECTIVE STUDENTS](#)[CURRENT STUDENTS](#)[FACULTY & STAFF](#)[ALUMNI](#)

Michael & Susan Dell Center for Healthy Living

▼ RESEARCH

▼ Centers

The Center for Health Promotion and Prevention Research

► Center for Health Services Research

Coordinating Center for Clinical Trials



SPOTLIGHT

[OUR CENTER](#)[WHO WE ARE](#)[FROM THE BLOG](#)

SPOTLIGHT

New Infographic Explores Child Obesity in Texas

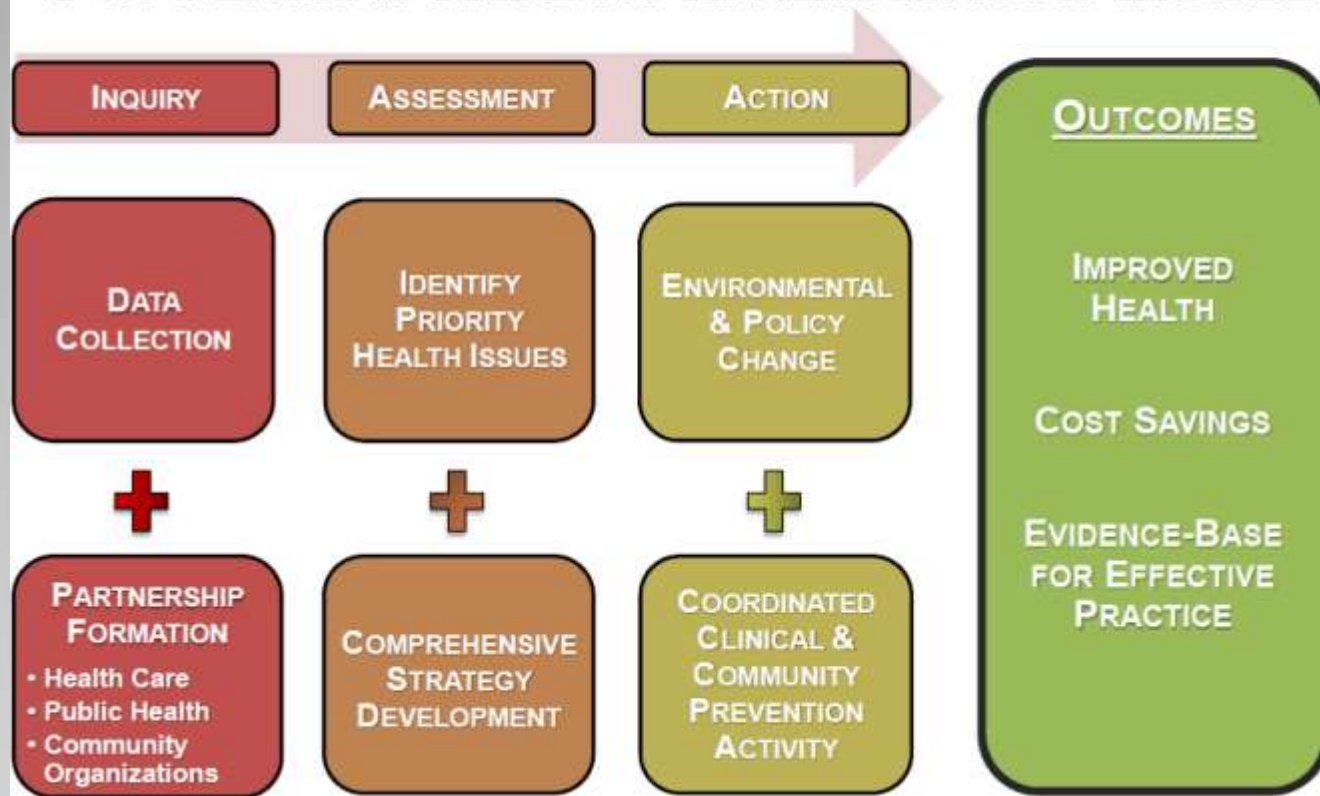
The latest data from the School Physical Activity and Nutrition Project (SPAN) paints a more complete picture of child obesity in Texas. This surveillance system allows researchers to identify and track trends in childhood obesity. In addition, SPAN identifies factors in Texas students that may underlie obesity, including dietary behaviors, nutrition knowledge and attitudes, and physical activity.

Academic Focus

- With individuals, practitioners:
 - collect data (symptoms, vital signs, lab tests, etc)
 - diagnose the problem
 - develop a treatment plan
- CCHH functions in a similar manner on the community level.

Community Centered Health Home

CLINICAL/COMMUNITY POPULATION HEALTH INTERVENTION MODEL



Community Centered Health Home



Center for Healthy Living



NE PA Regional Food Bank

- **Agencies**

- 18 member agencies in 1996, 138 agencies today

- **Served**

- 53,800 different individuals in 2011

- **Locations**

- 26 locations in 2008, 99 locations in summer 2012
 - 85,410 meals to children in summer 2012

- **Food**

- 4,814,000 pounds of food

NE PA Regional Food Bank

- 6/24/14 – Initial meeting
- 7/8/14 – Chamber of Commerce Upbeat Breakfast
- 9/22/14 – Meeting with NIC Admin
- 10/8/14 – meet with Local Operation Council (NIC/UI/LCSC)
- 10/13/14 – meet with Advisory Board

- Phase 1
 - Business plan
 - 501c3 status
 - Website
 - Resource directory
 - Select location

Next Steps

- Phase 2
 - Membership/participants
 - Help Desks in key locations
- Phase 3
 - Initial resource office
- Phase 4
 - Permanent office with onsite staff

Next Steps



**Be
a
HERO!**